

INHALING MAKES THIS VITAL

(ALL SMOKERS SOMETIMES INHALE!)



Finer Pleasure—Plus Real Protection

SEE how tremendously cigarettes differ. Eminent doctors compared five leading brands, including Philip Morris—

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

**CALL FOR
PHILIP MORRIS**
*AMERICA'S FINEST
CIGARETTE*

1003071072

BECAUSE ALL SMOKERS INHALE

(SOME OF THE TIME)

FIVE leading cigarettes — including Philip Morris — were compared by eminent doctors. Here's what they found:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

It's plain this Philip Morris superiority means real protection *when you inhale* — plus finer pleasure all the time!

**CALL FOR
PHILIP MORRIS**



AMERICA'S FINEST CIGARETTE

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